Research Part 2

All right. So we're gonna go ahead and do an example of the right now and I took myself off camera for this because I wanted to share two screens. So let's do this example for weight loss as the first one and we''ll do a couple of examples, which by the time you're watching this, those will already be there and you'll already know that. But I'll probably do maybe real estate and something for freelancers or biz-op, too.

Let's start off with weight loss. Generally, I know it's not the greatest thing you're going to hear, but you just know weight loss is primarily female, you're probably targeting 30 plus females between 30 and 60, 30, 55 so I'm gonna put that for now. Males between 30 and 55 years of age and generally, they've got at least 20 pounds to lose. I just happen to know this stuff. If you don't know this, we'll talk about that in a second but you could also look at if someone was going to Google weight loss market demographics. Well, basically just going to open a bunch of stuff right now and see what I can find here. I didn't do a ton for me. I mean it's worth noting this whole $17 billion, the market's increase, but I just want to see if there's anything about the demographics of who normally does this stuff. Not yet.

So this isn't super surprising, but you find right here, 73% of men in the United States are overweight compared to only 63% of women, but membership and weight loss programs are dominated by women - an estimated 90% of Weight Watchers members are women, a long and varied discussion and that's about it there. How about here I say diet trends?

I think if you kept digging deeper here, you could find some stuff. But let me actually see if I can log in, I'll show you guys another hack real quick here.

All right, well one thing that you can use is SimilarWeb. I guess, I don't have my membership to it right now and what's really annoying is for example, what I would do is I go to Weight Watchers. So I'm there, I see 33 million visitors since December 19th, which is pretty interesting but it's down from last month. Combination of desktop versus mobile, which is really interesting. Monthly visits, 11.30. Visit duration, pages per visit, bounce rate. It's actually a pretty engaged website so to me, that's interesting and I'd probably would want to go through Weight Watchers and look at this.

Over here, I will actually show you demographics, took age distribution, gender distribution, all of that. For whatever reason with stupid SimilarWeb, I have to request somebody to reach out to me and do a sales call, just sign for this. I think you can sign up for free. I've never done this before, you can sign up for free and get that access early on. But I have to like literally ask somebody to do that so that's super annoying. There's probably other tools like that as well, but that's where I would go to find this information. I'll probably try and do an addendum to this where I show you some additional resources, but for now, Let's not get too bogged down with that.

All right. Anyway, so what attitudes do they have? Well, I'm really start going

to forums, weight loss forums, and all I'm doing is I'm going to take the first couple of pages here that I find and I'm just going to open them up in new tabs. This is kind of interesting; this is a homesteading forum, but they talk about weight loss. It's kind of interesting, I'm going to look at that. It may not be the perfect match, but I can see there's a ton of these forums anyway.
So let's look at what we got here. This is weightloss.fitness.com but they show it really fast. I also want to make sure it's active and it is. So Weight Loss with Health Conditions is kind of interesting. Newcomers. I'm opening new tabs here. On Topic, Advanced Weight Loss, Diet Motivation is interesting. Weight Loss Diary looks great. Before and After and In-Between is really interesting. Weight Loss Programs is really interesting. I opened this Off Topic just to see.
So let's see here, the next thing I'm going to do ideally, is if I can, I don't think I can do it with this one, I generally want to sort by view or actually, I would sort by replies because I want to find the threads that are the most engaged. The views are pretty good, but I'm really curious about replies from an active standpoint, too. What's cool with views by the way, though, is if you're trying to find subject lines for email creatives, if you go to these forums you can basically pull out if something has got a lot of views and most people were clicking on it. Basically, you could just steal some of these and do them as subject lines based on how many views they have.
So for example, Help with Losing Weight is actually a little boring. I think it's just an old one and that's probably why it has so many views, but Drinking Water for Weight Loss, there's something you could probably do with that. How to Lose Extra Baby Fat Faster, kind of an interesting one, but there's a lot of interesting things you can pull from that. But looking at what I'm most interested in is on replies as well because that means people are engaged, active and all that. So let me open this one, Help with Losing Weight. Calorie Burning Foods is kind of interesting. Curious about this one so I got to open it. I Want to Lose Some Weight is cool because there's intentionality so that's why I'm picking that one. Easy Diet for Weight Loss. PCOS is going to come up a lot. I'm not going to explain that right now, but yeah.
So look, by the way, actually this is really important part. You don't necessarily need to do all of this in order so I'm going to just start pulling stuff here. So you've got Kate who says, "Drinking water is good to lose weight easily. Even research as show that by talking up to 8 glasses of water will help you burn fat." You've got to love grammar in forums and this one has also got tens of thousands of views but okay. Why is that important? What is the market already using? Looking at their beliefs and stuff like that and it will give you drinking water is a good way to lose or drinking water, I'll just put it like that. Drinking water. I'll probably do it here by the way, so I'll just subcategorize these. So I'm going to do drinking water, I'd do it here. Drinking water, here, here, so forth. That way, assuming that this will actually get read, I can find more stuff here so drinking water.
All right. What do you like about drinking water? "Natural resources." It's kind

of interesting, "I drink a lot of tea" or "I really drink anything when I'm out." Going back to some of these questions here: what is the market, what has your experience been like drinking water? Maybe hard to remember to drink much when you're out. This one's kind of interesting, "Water makes a huge difference. I've been dehydrated for most of my life, sluggish, always tired. My face had little teary bumps under the skin. I forced myself to drink water. I was never a huge fan. With a side of the squeeze of lemon lime or added my favorite fruit to a big pitcher of water and kept it in my fridge for the week. Also, bringing the bottle of water wherever you go is super important. I was so sidetracked before and forgot to hydrate myself. Ever since I have started drinking more water, I am more energized, my skin is completely clear and I've lost puffiness in my face from water retention."

This one is a great one, this is what we're looking for. So here's a belief about one of the existing solutions. Drinking water and I'm literally just copying and pasting it as you can see here. That's great but also, "I was so sidetracked, I forgot to hydrate myself." For that, I would probably go to if I wasn't centered on what they dislike about the existing solution, too. "I was so sidetracked before that I forgot to hydrate myself." I mean I'm okay with playing in two different places. "Ever since I started drinking more water, I am more energized, my skin is completely clear and I have lost the puffiness in my face from water retention." Pop that there. What do they like about the existing solution? Perfect.

This is not the smartest girl I've ever seen, but again, it's copy paste. She's like, "I love water. I think I drink too much," but she's like, "I kind of figured it would aid in weight loss, isn't fat expelled through urine?" Unless I'm wrong, the answer is that no, it is not. So put that there.

This person's saying that you need calcium so drinking just water is not a good idea, which I don't know what she's talking about. Again, we don't need this to be accurate. We just need to know what the market is talking about and it's interesting that there's this whole thread about this. Now they're arguing about calcium for a while.

All right, so let's see here. See, this is interesting to me what Riaharaj says here, "Water is good for health. There is no connection between water and weight loss. In fact, too much of water consumption could lead to water intoxication. You can try lemon tea, lemonade, green tea. The bottom line is to replace the mentioned beverages for dairy beverages." I think what she's saying is stop having as much dairy and have that stuff instead, which would make sense. But the idea of water intoxication, that's actually interesting to me because going back to the mechanism stuff we're going to talk about, which basically the spoiler on it is that it's the root cause or the surprising reason why you're having trouble. It could be something built around the fact that drinking too much water is actually making you feel crappy, which was actually an argument to be had there. You don't want to tell people not to drink water because that's not healthy or safe, but it's kind of interesting. So yes, I

like this one. Basically, too much of water consumption could lead to water intoxication. So going back to the belief about what their experience has been like, maybe something like that here. You fill the space there and then for me, I'm probably going to highlight this water intoxication thing just because I think that's really interesting.

By the way, also just from a really empirical standpoint of who is commenting, I think I've seen more women than men, but there are some men as well for sure. But let's just read. Let's do a couple more on this water stuff because I don't think the big mechanism is water, but I did just want to see a little bit more of this here. It's an interesting belief, "Drink a glass of water half hour before you eat and you will usually get full on less food." Just pop that one in there, too going back to what the market's already using. All right, so that's interesting to me but let's go on. I'm actually gonna do two here. I'm going to unbold those drinking water. I'm going to bold this stuff so that it's a little bit more clearly categorized because it's bothering me otherwise here. I'm going to skip some of these bullets so there's that one. Perfect.

So that thread added some value to me about it. Again, we've got a bit about who's your customer, the attitudes and beliefs they have. Let's just bold all of these so it's way easier for you to see where we're differentiated, here we go. So that was just that one thread and again, this was just about drinking water for weight loss so it makes sense. It was an interesting thread and they had a lot of views and replies. I think if we go back to the page, it was like 23,000 views. It was actually one of the most viewed topics on this entire forum. Well, in this section of the forum so even that is interesting because maybe talking more about water could be interesting to your demographic. Now you know that from going through here and if I was going to do a weight loss product, my mind wouldn't immediately go to talking about water.

But for now, let's move on and see what other stuffs could come up here. So this one, Help with Losing Weight from ShadedSock, "I need some advice. I love my mom and we usually have a good relationship, but when it comes to weight, she just doesn't understand me. I want to go to a doctor to get an average weight estimate for someone who is my age and height, but my mom thinks that you can do everything yourself. She thinks that losing weight should be easy for someone my age, but I struggle so much." I'm guessing she's young, actually she's 13. I'm probably going to skip this one. I mean, I'm curious about some of the stuff that they're going to share. I think there probably is value in here, but just because they're talking to a young lady and I just think that perhaps, it's not going to be as overall relevant. I mean you'll hear a story.

Actually, I know I just said that, but I'm going to look for a second here because like for instance here, "I have been in your shoes and I still am. I have been struggling with my weight for as long as I can remember. I probably was about your size, if not bigger at the age of 13 but that was 10 years ago and I cannot remember. My mom was not supportive of my weight loss. Ironically, she is way overweight herself. I'll let her know my progress but she barely recognizes

and goes on with something about herself. She's very self-absorbed. My advice is to you: do not let anyone affect you during your struggle. This is your own responsibility and no one will understand the struggle you are going to go through besides yourself. It sounds very lonely, but it's the truth. If your mom is not going to support you, then just ignore her. Do not let her put you down at all. When it comes time that she notices your weight is gone, just say, "I know, I'm proud. I did this on my own."

I remember when I was just starting out to be a teen, I was a little brat. I had a smart mouth and I still do when it's necessary. If this is something that people do not want to support you on, it doesn't mean you cannot do it. You don't need anyone to help you lose weight; it's a mindset thing. You just have to do it. I would definitely stop drinking anything but water." Interesting, different forum. "Completely. It will make you feel so better. No more junk food - at all. If you cheat one day, you are going to allow yourself to cheat again. For the stretch marks issues - I have tons. It's going to be a challenge to make them less visible. Most people have stretch marks on them somewhere. Even the skinny ones. Don't that affect you. Just keep going."

All right, perfect. So that's interesting, this idea of family not supporting them. So going back to what outside forces do they believe have prevented them from living their best life? Well, basically I'm going to start off this here, "My Mom was not supportive." I'm going to copy and paste the stuff about their mom not being supportive. That's interesting and again, I think the water thing is interesting that it's mentioned again here.

This one's interesting, too, "I know how you feel. I've always been overweight and my mother was, too. We both suffered depression and so our relationship was never the best. At 16, I lost a lot of weight and my Mom said it was only because I had a growth spurt. When we would go shopping together, she always told me that the clothes I was looking at wouldn't fit me. Don't get discouraged. I let my mom get to me and now I'm 22 and trying to lose a lot of weight. You're young, enjoy yourself and if you really want to lose weight then don't go on a diet. Join a Facebook group like Ditch the Diets who try to help you understand the foods you eat and well, as the name says, ditch diets and just stay healthy instead." It's crazy, but it's interesting the story so maybe put like, "Mom not supportive" as an outside force kind of thing that's preventing them from living their best life.

So that's actually interesting that we're uncovering that in this thread because again, that's a great thing to be talking about in our copy. If you can find somebody to tell their story of how their mom never supported them and some story about an unsupportive mother and how losing weight kind of helped them, just take it. Plus, almost all women have like a weird relationship with their moms. For every one woman I met who's like, "My Mom and I are best friends," there's another nine who are at odds with their mom and their mom drives them crazy and stuff. So it's interesting to see here. Actually, this is just some stuff that they were saying, which I think is accurate about eat real food

and all that.
All right, so I got some good insights there. I want to see if there's anything else about moms sucking. This one's pretty interesting, "I've been the weight I always wanted to be for 15 years and in hindsight, I did everything wrong prior to the last 15 years. I started worrying about my weight when I was your age, 13, and took any diet advice on board and this made everything complicated and I gained more weight. I always say now, "It took me 10 years to lose 10 pounds" because I thought weight loss had to be hard and complicated. It doesn't. When I finally went back to eating three meals a day, that included fat to keep me full, and got busy doing the things I love to do, I lost the weight. If you start restricting calories and fat intake, your body slows down its metabolism like a bear hibernating and you gain, store, weight faster because your body is trying to keep you alive. Eat your three balanced meals with all the food groups and just make very subtle changes to your diet and you'll see that little things make a big difference and you'll discover that what you can eat and like to eat in a way that matches that lifestyle. You have to do things you can do forever in order to find a weight you can keep forever, too. But don't do anything dramatic because it will shock your body. Just make small changes." It's kind of goes on from here, but that's really interesting to me, too. I love this idea of the first part of this, basically that's, "I did everything wrong prior to the last 15 years. I started worrying about my weight when I was 13, took diet advice on board and this made everything complicated and I gained more weight. I always say now, "It took me 10 years to lose 10 pounds."" I love that idea "because it made things complicated," so where would I put that? Probably under hopes and dreams, put up here and it's losing weight. That's way obvious so I'm going to put that one but it probably was a victory for one thing because she's like, "I've been the weight I always wanted to be for 15 years." So I put that there, outside forces, no prejudices. Maybe, I guess dairy is bad. It's a prejudice, dairy is bad. We noticed that in the thread. For what has your experience been like with other solutions and things, I put that quote there as well. Oh man, it goes on.
All right, cool. So got some good stuff here, let's move on to the next thread. This is Calorie Burning Foods. "I'm tryin to verify something. I was told recently when we eat celery, more calories are used to consume it than are gained from it. Is that true?" Interesting. This is kind of interesting, more about celery because someone else said, "I agree, it doesn't matter because celery tastes like ass. The only way to make celery tastes good is to put a load of peanut butter on there or some type of soft cheese. Between the chewing of celery and the actual TEF, thermic effect of food, from digestion, I'm sure the 5 calories in a small stick of celery is used, but again, you're stuck eating celery, blah." So that's kind of interesting. Would I put that? Maybe as far as what they don't like about existing solutions and maybe put eating clean. A lot of things about celery there.
I think the idea of a calorie burning food is actually interesting, the subject line

of this one or the title of it. So where would I put that? Maybe under existing solutions, something like calorie burning foods, celery because again, that might be an interesting marketing hooker thing that I could apply. For that reason, I'm going to pop that there and then let's go on to the next one here. Losing Extra Baby Fat. Eh, that one is boring. I Want to Lose Some Weight, probably could get a good story here. "Hi. I want to give it a second change to lose weight again." I guess, he meant chance. "I have a mental disorder which makes going outside quite hard, so I want to do my workouts at home and do a healthy, balanced diet. Being fit and healthy is quite important to ease my issues. A few months ago, I stopped doing my workouts at home because my energy was so low that I was tired after 5 minutes of some exercises. I also did a diet with 1,600 calories a day at the same time, so a good change that was one of the reasons that my energy was low that I just stopped.

I always wasn't the most fit kid at school, so I often was holding in my belly so I would look slimmer. It wasn't a very great idea after all because now my stomach doesn't look like that straight anymore and my underbelly sticks out the rest of my stomach and I think it looks ugly and I want to get rid of it. Also my hips, butt and legs could lose some fat. Also, gaining some muscle is important to me. I don't want to be a big bodybuilder or something, but just want to look and feel healthy and fit. I ain't looking for a workout plan, which is hard, difficult and provides a fast lose of weight and improvement in strength. I'm looking for something which is easy to hold on and provides a slow but effective way of losing fat and gaining muscle." 19-year-old, which is a little bit young for our demographic probably. "But my BMI is good, I think it's mostly because the balance of my muscle and fat isn't right.

So by the way, too I know this person said they have a mental challenge or whatever, mental disorder, but I would just note like with all the typos and things. Just remember this when you're typing your sales copy. It's actually a really important note because I say this all the time, the average American reads and writes at a 7th grade reading level, it's really pretty bad. So when you're typing about stuff like, "Brown fat or adipose tissue, which is activated in your inflammatory pathways," they have no idea what the fuck you're talking about. It's not just with health, it's with anything else. You're talking about mortgages, investments, annuities, liquidity or whatever you're talking about, you have to really dumb it down for your market. So as you're going through these forums, it's a really good reminder of that stuff.

But back to some of their pain points that "I wasn't always the most fit kid school holding my belly in." I like the idea, even this line here of how because they're holding their belly in that now they think that their belly looks crooked because I've never heard that before. That could be a really great line for some copy. I'm going to put that in under maybe failures, I think is where I want to put that. I think that's really good and then I love this where they are looking for existing solutions, "Not looking for a workout plan which is hard, difficult and provides a fast lose of weight and improvement in strength. Looking for

something that's easy to hold on and provides a slow but effective way of losing fat and gaining muscle." So pop that into what they're looking for with existing solutions. Let's see, what's your experience been like, what is the market already using? Maybe I'm going to put it under prejudices because they think that plans are hard, difficult, all that kind of stuff. A bunch of people telling you what to do to, solutions, which is interesting. Okay, cool. Interesting. I'm going to go through a few more of these threads and then I'm going to pause it and probably fill out the rest of this just so that you don't have to watch me do all of this in real time. But I think the most important thing is you're getting what I'm doing. I'm going through and I'm finding a bunch of people with information and then I'm copy-pasting it. So let's go through a couple more of these faster. I'll pause and fill some stuff in and then we're going to do part two where we go to Amazon.

So with that being said, Easy Diet for Weight Loss, "Start your day with lemon juice and honey in lukewarm water, this helps your body to get rid of harmful acids produced by the body. Pistachio nuts are the perfect snack for the weight-conscious because they are high in protein, fiber and healthy fats. Don't be fooled by the fat label either; the fat in pistachios is unsaturated fat, the brain and heart healthy type." Curious about what people said here. I mean it's from 2013 but it's funny because one of the first people is like, "Pistachios, really? One of the highest calorie things you could find? And yes, you need to pay attention to the fat label. Even healthy fat will make you pack on the pounds if you have too much of it." It's like absolutely not true, but this was also pre-keto looking at the date of this stuff so I don't know how much stuff I'm going to get for this here. I mean this person, too is like, "No reason not to eat breakfast at all," which is actually kind of true.

People arguing about vegetarian food, vegan food, people were worried about pistachios and calories but again, eh whatever, we'll come back to that one. These are sub forums. By the way, if you have noticed I'm still on the first forum that I found. That's a really important point, too. Honestly, I will probably check these other things briefly. You can go down the rabbit hole forever, but I think just as you're going here, you sort of start to get a feel for everything that's going on and what people were talking about and all of that.

So sort by replies again on this one. By the way, notice that some of these are the replies, these are the pinned ones, probably. A Comeback from 2008, pretty interesting. I do wish this forum was a little bit more recent, but there's still a bunch of interesting stuff here. "I weigh 500 pounds and I am new," I mean, man, that's going to get a lot of views and replies in the day. Looking at some of them with the most views. It's funny and weird that Ticker Help has such a high amount. Lacking Motivation, Please Help; that looks great. Oh man, My Story in Pictures, got to click that one. I'd love to see these women now and these pictures aren't showing anymore, but let's go through a couple more of these. A Comeback. "Hi. Not new this forum, but I still have the same weight to lose as earlier. Lost a few pounds and regained it again. Well, but I am taking things

positively and willing to dedicate to weight loss. All you people are a great help and always rekindle hope. Will post my developments here. Starting from next week, so here I come." By the way, these are old ass emojis, these are the emojis before emojis existed. A lot of these are going to be just like, "You can do it. There's no finish line."

All right, let's just go through some of the topics and I'm not going to scroll through the rest of it because I just don't want to bore you. "If you have a loved one who was chronically overeating and endangering his or her well-being by doing so, would you seek to have person involuntarily committed to a mental institution until they were no longer a danger to themselves?" It's going to be a hot topic.

All right. Oh, weird. I don't know what this thing is about so I'm going to skip that one. This one's crazy, "Hi, guys. I have been looking for a good weight loss forum. I hope this is the one I have been looking for. I'm 25 years old, live in Beaumont, Texas and at my biggest point, I was about 750 pounds. For the last 2 years, I've been losing weight. Well, the last six months, I have really been dieting, exercising and lost over a 100 pounds. I am joining the forums for support, to log my weight loss and maybe even help a few people if I can. I still struggle with my weight loss, but I am in it to win it and my beautiful bride to be is by my side and she's a smoking hot Latina."

I don't know if I really believe this one, to be honest with you, but interesting and worth reading, hearing stories, especially about extreme weight loss because I could look for stories in this, then potentially apply them here. So that's an interesting one. I think I'm going to actually stop here, but I think you get the point of where I want to go through and find stuff. I mean as far as hopes and dreams, I mean really I guess, you could talk about the 500 pound person being one of their hopes and dreams is, "I'm in it to win it," and all that. But I'm going to go through and find stuff and fill it out a little bit and then I'll come back and show you what I've got going on.

So I'm actually back because this is why we forum, in my opinion. It's from March, 2008 but basically this woman who is probably, just from this blurry picture, part of our demo. I just want to go through with you. "It's been a week since I became a member. So far so good. I did not lose anything this week, but it's not bothering me. I wrote a letter to myself last week and I keep it on my desktop. I thought it would be a good journal entry so I'm going to attempt to copy and paste it here.

February 25th, 2008. Onto today's date, my measurements are arm size, waist, calves, bust, hips." So she has her measurements, but then this part. "Today is the day! I've been wanting to change for a few years now. I have been successful in the past with an exercise program. I felt great and was starting to see the results in my size. The first attempt, I was a 14 and made it down to a 12. But something always happens and I give up. I do not really understand because I was getting great joy from my success.

One of the biggest problems for me is I really have to work hard at my weight.

We have in the past spent a lot of time with friends that do not have to worry about their eating habits. The nights would be fun of fried food and drinks. I would have to be the different one and bring my own food or given and eat what everyone else could eat. It always made me very angry and depressed that once again, Tina was the different one. This is something I have had to deal with my whole life. I have struggled my whole life to feel normal. I have always struggled with school and weight problems. I always wanted to be like my sister who all things seem to come easily to her. I admire everything she stands for and is able to accomplish. She, too struggled with her weight as a young girl. She is a lot different from me and is was very determined and dedicated to a healthy mind and body.

But today is the day I leave all of this behind. I can make excuses all I want. I can be very stubborn and headstrong and today, I will direct the part of my personality to myself." Yeah, I don't know what that means, but "I need to do this for me and only me. I need to prove to myself that I am strong and will be able to accomplish anything. I want my husband to look at me with pride and say, "This is my wife and look how great she looks." Okay, that won't happen, but he will be very proud of me. He has always supported me in all my goals. That is when I actually set them. I don't want to keep letting him down with failure. He does not care what I look like, I don't believe. It is really hard to keep failing. I want to prove to him that I can do this, that I am strong enough. Losing weight is a total lifestyle change in mind and actions. So today, I start with my mind. I want to set a goal of positive thoughts and actions. I am going to get signed up in some kind of program that will help keep me motivated. I want to check out online support systems and I want to sign up at the Holiday Inn. So those are the two goals I can accomplish today."

Let's see if she has anything else here. "As you can see at the top of the page is the list of my current inches. It makes me very sad to see them, but it makes this journey that more real. The numbers themselves scream for change and I owe myself that much. I can say I want to be a size 10 because that is what I was 7 years ago, but I do not know with my age if that is possible. I surely hope that it is, but do not want to set a goal and I will only fail at. I am sick of failing. I want to be healthy and a smaller, fitter size than what I am right now. I will keep going until it stops coming off, the weight, and be happy with that number. Who knows I maybe able to achieve an 8? I don't know if I was ever an 8."

So basically, this is your demographic and in fact, she's talking about her age and I'm guessing she's in her, I don't know, 40s. Your demographic, if you were doing this weight loss offer, just basically broke down their entire psyche for you. A lot of it, too like the failure, the frustration, the stuff about like having a sister who lost weight but they couldn't, having the friends who can eat whatever they want, feeling weird when they go to their friend's houses who eat fried food and they have to bring their own stuff, the goal of going from a 12 to a 10, maybe an 8, doing it for themselves, the stuff about her husband, how she wants her husband look at her and be proud of her.

Notice that it's not about being sexy. I think when men write weight loss offers a lot, it's like, "Oh, my husband thought I was sexy again and now we can't stay out of the bedroom." Sure, that's great, but even with this woman, she's not talking about having sex with her husband. She wants his admiration, respect and want him to be proud. So you just see all this stuff here and that's all go into this research. What are their hopes and dreams? It's a bunch of this shit. What are their victories and failures? Well, not a ton of victories here, but the failure is failing going from 12 to 10 and then back. I mean, tons of stuff there. You can write out married sister, stuff like that. Just one little thing like this is awesome. By the way, I think she keeps updating it here. She does so I'm going to read through this. I'm going to pause it. But man, you can hear I'm talking faster and I'm a little more excited because I just love this stuff with research. It gets me really, really amped.

Another thing here, I'm going through it now and I'm copying and pasting in stuff. So for example, in failures, this woman and how she went from a 14 to a 12, but something always happens and then these problems of how she gets angry and depressed. Things like that, but then up here, I'm doing the hopes and dreams and the whole part about "I want my husband to look at me with pride and say, "This is my wife and look how great she looks.""

So that versus what did I write originally for hopes and dreams, I put losing weight and that's what a lot of people do when they're writing a copy and they don't do research. Yes, people want to lose weight, look good for their husband, look out for themselves, whatever it is. They just sort of guess or they're like, "Oh, I'll figure out what I'm writing," and then they don't. I did it with losing weight, but what's better losing weight or "I want my husband to look at me with pride and say, "This is my wife and look how great she looks." Okay, that won't happen but he'll be very proud of me. He has always supported me in all of my goals. That is when I actually set them. I don't want to keep letting him down with failure. He does not care what I look like, I don't believe. It is really hard to keep feeling. I want to prove to him that I can do this, that I'm strong enough"?

That's a lot better of a hope and dream than losing weight or losing two dress sizes or all that crap. So again, why research is so important. I'm pausing it for a second. Basically, I'm on page two. So this sweet woman has been sharing so much of her stuff and if you look at the failures tab now, all this other stuff. Each one of these is a different kind of a part and you look at the victories tab. I filled out a few other places, but it's mostly been her just really trying to be positive, trying to be positive. But then I get to the first post of the second page titled Frustrated. "I wish I could start the last 4 days all over again. I was thinking my actions this weekend would not be all that bad. Boy, I was wrong. It is taking a lot for me to write this, but I need to hold myself accountable." I'm like oh man, you want to talk about failures? We're about to go deep on some failures and this girl is writing the sales letter for me. I mean she's writing for herself, but I would steal it in this case.

So I'm going to go through this and then I think we can do it together. Why not? "I was so sure this weekend was going to be a good one. Well, I went to work and did fine with my eating. I got out of work and back home and 8:30 PM and my husband says he would like to take me out to eat. My first thought was great, I don't want to cook and in the back of my mind, I was saying, "You fool, look what time it is." So we went and I had two glasses of wine and we decided to share a couple of apps. So we got a spicy mussel dish, it was made of heavy cream and they give us toasted dipping bread for all of the sauce. With every bite, I knew I was messing up big time." I love that line, "With every bite, I knew I was messing up big time." That could be like the start of a sales letter about not knowing what to eat or some kind of meal plan thing or something. Ah, perfect.

"So after that, I chose to order a steamed dumpling dish made with pork, ginger and it had a soy dipping sauce with that. I felt really good about those, they were the better of all the choices on the menu. Oh, don't let me forget to tell you all the snacks they had out that I could not stay out of. And then on the way out, my husband ordered a grilled Penni to go. Somebody Just shoot me. So my husband's suggested we swing to a local bar for a nightcap. Well, that was three beers later.

Sunday, we got up and shared the Penni; we can eat anything in the morning. I just could not keep the bad choices to one day so I had to continue on into the next. We did go for a long hike and I really felt better about the bad mistakes. But last night, I did not control my portions.

I cannot tell you how angry at myself I am. Where is my willpower? I now have to live with the scale and my decisions. I really need to get it together. For the last two weeks, the scale has not moved and now it did, but in the wrong direction. I am today going to do more research on eating well. I feel that I am not eating enough during the day and when I eat supper, I overeat. And that was the way of the old Tina. I get so mad when I fail. I hope this week I can stay on track."

So I'm going to pull some of that stuff into here. I mean, let's see here. I want to put this stuff about the apps and the bread, "With every bite, I knew I was messing up big time." I'm going to put that under failures. What else am I going to do? The stuff about she couldn't keep her bad choices to just one day. This, "I can't tell you how angry I am. Where is my willpower? I have to live with the scale and my decisions." Perfect. I mean sucks for Tina, but perfect for what we're doing. Oh yeah, this line right here. I want to highlight that line, I really liked it. "With every bite, I knew I was messing up big time." Perfect. Now I'm going to go back and dig through. God, Tina is the best. Here's the next one, "This week's post is so full excitement. I finally see a change in my scale. I lost two pounds this week. I cannot tell you how happy that makes me. I really have been good about getting my exercise in. I walked or jogged 5 days this week. The weather's gotten really nice," blah, blah, blah. So that's a victory so it's going into victories.

That's where we're going to spend most of our time. Well, that and some of the product stuff, too actually. But let me pop that in here. Perfect. Then this is kind of cool, she did some mountain stuff, "I really want to get in better shape for my sister visits this summer. She wants to go for a hike in our beautiful Acadia Park. My sister is very fit and I want to show that I can do this. It may not be so easy for her, she is from Florida and runs on flat ground. In Maine, there is really nothing flat about the area I live in." So put that as back to the hopes and dreams, getting fit for her sister.

I felt bad, too because I think this poor woman, if this was 2018 and she knew about keto, she'd probably be killing it right now. But it's 2008 so she's like, "I'm so proud I didn't eat. I ate a smaller piece of steak." It's like she's just doing all of this stuff which is not actually probably the best way to lose weight, but alas, that's the case. All right, let's see if there's anything else.

So I got through Tina's last thread, by the way. It's basically, she's feeling shitty and she's starting over again and then it just ends. So that's heartbreaking. But anyway, I think we can probably wrap up a lot of this weight loss. I want to get to the next part, but I think you get the point here. You guys can go through this and you can see like how oh my God, there's just so much good stuff. I mean, so then I think the challenge becomes how do you limit it to not too much time once you've got enough stuff here? Honestly, for me, if I was really writing a sales letter right now, I'd probably take what Tina was doing and I'd probably have some ideas. I mean I'd spent another, I don't know, half an hour, hour after that going through some of these additional threads. There's just so many good things and I'd probably go faster and just copy-pasting stuff in and then that would probably be it. Because once I find a really good thread like that, so much of the copy is good. God, there's so much good stuff here, it's almost like a spoil of riches, but I don't think we did an overkill. So again, I think if I had this filled out with enough stuff and my wheels are really turning, then I'm probably in a good place to stop at that point.

All right. So hey there, we're back. So again, this is for showing an example of how I'm doing my research and we're going through a weight loss one so far. So you can see we're going through the whole thread of Tina, all that stuff and her journey as well as some other people's journey.

We didn't really go too deep into existing solutions; there was a little bit of that stuff. I mean, I could probably just put reasonably some of the other stuff here like portion control they're using that; exercise, walking, hiking, running; watching calories, just portion control, stuff like that. But here in the same thread - I want to get to Amazon, honestly. I mean, so we can just put supplements especially if we're doing a weight loss supplement. We do want to hit that and then let's do courses, programs.

Well, if I'm in here, let's go to again and let's do the same filter of by replies. Actually, I wonder because one thing you'll notice is the other bunch of this stuff that is more recent. I'm interested in that protein sparing modified fast; I've never even heard of this so I'm curious what this is. "First developed in

the 1970s." I'm just going to open this so I remember it but when you get to the mechanism stuff, which I'm going to talk about after this research module. Water Diet. I just think now we're saying well, what they're trying, probably people would be discussing what they liked and didn't like about these solutions. So let's go by replies to start.

I mean, Weight Watchers, weight loss pills. See, these are so old. That's my only challenge with this. I might, for this one, actually go by last message. That one's pinned. Some of these had like one reply, though. I still want to find things that have more replies. Curious of this Navy Diet. Weight Watchers, by the way, is still an ongoing thing. Let's see here.

All right, let's do this. Let's go back to doing it by replies but then I'm going to look for more recent ones. I mean Weight Watchers is crazy how many people were talking about that. I want to find more recent stuff here, if I can. There's probably so much gold I'm not even seeing, but I want to find more recent stuff. I know I keep repeating myself but.

Interesting. This is like a little bit of a pain because again, this form is so old. It's like I really want replies, but I really want recent stuff. I keep saying that because I'm trying to will it to happen. The reason I want recent stuff is because I don't necessarily want to see a bunch of what people were trying to do in 2008, 2010, 2011; I want to find out what they're doing now. So I hate to be annoying, but I'm just being real. I'm doing this in real time. I want to go back to last message. Let's do it that way.

Let's see we got here, a couple of interesting ones. I was just curious about this protein sparing modified fast because I've never heard it before, "Regarded by many the most effective way to lose body fat while preserving muscle and avoiding rebound binge-eating due to nutrient deficiencies. First developed in the 1970s, the PSMF has seen various permutations in weight loss clinics and the bodybuilding community." It's generally "defined as a diet with adequate protein, while simultaneously limiting energy from carbohydrates and fat. Nothing really magical about it," just pay "attention to protein in an energy deficit" and it has a whole breakdown of some of the stuff of it. That was interesting. I want to see if that was a potential mechanism for later on, but not really.

People ask him about recommended weight loss programs. So basically one thing you're going to find here is going back to what existing solutions work, people are all going to be listing out what they're doing and stuff like that and then you'll probably have people talking about how I did this and I liked it, I did this and I didn't like it. Detoxes and cleanses. Basically, I would just go through and take all of this stuff and just pop that into the existing solutions component. Makes sense? Cool. So I'm going to pause.

Hey, one other interesting thing for you guys as I'm going through this stuff, too and by the way, you'll notice that I'm filling out more stuff I found about Weight Watchers and listing for them. A little bit about the detoxes and cleanses, which I put in here. Have a little bit about Weight Watchers here as

well, but let's just call a spade a spade here.
This is 2011 and this woman is talking about doing a high protein, low carb diet and basically, it's not working for her and then this woman comes in and is like, "If your diet is severely calorie restrictive, for instance, 900 to 1200 calories, then you're trying to get into a fat-burning state or ketosis. This will work for rapid weight loss, but remember that takes about 3 days to get into that state and one cheat will bring you right out." But my quick point here is just, they're talking about keto in this forum in 2011. Keto did not go popular in the mainstream until 2018, I think something like 2016 or 2017.
I'm not saying hey, if you're writing a health bro or broette and you're watching this, maybe you knew about keto, but keto did not get really big for another 6 years. So that's just another reason why going to these forums is still viable. This is an older one but you can find new threads on stuff, you can identify new trends years before they were popular. Imagine if you were the first person to jump on keto and you were in the health industry; just another reason why research is so important.
Another thing for you to check out. I'm going to check out some of these other forums before I hit Amazon. Do that part for you. There's the City-Data one, which is interesting that it's a little bit older for a lot of these posts but like Wheat Belly, Why the Fear of Carbs, Should My Husband Love Me the Way I Am, Fat Acceptance, Intermittent Fasting - Fact or Horseshit, Atkins Reboot

Now Time Magazine is On Board. People were talking about paleo around here because again, paleo came before keto. Why Fat Shaming is Good for Health. I mean, there's so much stuff going back to the core story. So I'm going to go through this, but we'll circle back on that in a minute.
The point I was gonna make actually is beyond that one, this 3 Fat Chicks website, which is amazing by the way. It's actually super active and a source of weight loss support, but there'd be subgroups of 20-something 30-something, 40-something age 50 plus. So it's like you want to talk about getting specific to your demo, like 40-something, sort by replies: BFF's Getting Healthy, 47 and No Idea. I mean there's just so much good stuff here. So you can just dig in and then if you're targeting 30-somethings, do that or 20-somethings, do that. I mean, man, it's like I'm beating a dead horse here, but I hope you guys can understand why this is so valuable.
Okay, what we're looking at now - and I just keep saying okay a lot because I'm pausing so you don't have to watch me in dead time. But what we're going to look at now is some of these existing solutions and what the market likes and doesn't like. We can get a lot of that from the forums, honestly but I would also go to Amazon and look at products and we'll go and we'll organize that by 5-star and 1-star reviews.
So for example, let's pick a couple. I mean, supplements sure. So let's try weight loss supplements because we haven't really talked about supplements that much. Weight loss pill is great. I know Alli is pretty popular so I'm going to

open that. What I'm going to look for here, by the way is the reviews, but also the number of reviews. I want stuff with more reviews, generally. This one has got a ton of reviews. This one's more for men and I'm just going to assume we're going more for women and so, that's why I'm not going to mess with that one too much here right now.
Colon cleanse is interesting. I've seen these guys in the past. I really like the branding for these dudes but that's probably a fine start. Interesting that apple cider vinegar keeps showing up as a side note here because people got off apple cider vinegar but still very popular on Amazon.
So let's look at Alli, "FDA approved weight loss pill that helps block about 25% of the fat you eat from being absorbed." Interesting. I've seen Alli a bunch, I actually didn't really know what it was, but let's go to their ratings and reviews and then what I like about it. I'm going to go to the 5-star reviews first and then we'll go to the 1-star reviews.
So this one immediately, for this Alli one is that this guy didn't believe his wife that it worked, took a bunch of it while following his diet and then his stomach started grueling and he shat on the chair in the living room and had to clean the chair and shower. Even this is a 5-star review, I'd probably be putting this under weight loss pills. I'm actually surprised to see this whole part of it. That's amazing.
Oh, Alli, is that what it's supposed to be? I don't know. But even if you were telling these stories, "I'm a compulsive, emotional eater. I have tried many different diets and gimmicks, too many to list. I have lost and regained the same 100 pounds over the past 40 years." It's like whoops, okay. Boom, that's great. Where are we going to put that? Probably up here because this is probably pretty indicative of who our customer is. But anyway, let's see. "The first week, I lost 4.5 pounds. Down 3." Pretty interesting here.
Going back to the weight loss pills, which are down here. Interesting. So I think you get the point here. What else are they talking about? "Never trust a fart." It's really interesting that people are saying they took this thing and then had terrible, disgusting farts and poops but it works because they're farting and pooping, which is kind of weird. I mean, whatever.
I would go through this one. Same thing with this one, which is a ketones one. I'm actually less interested in that, but this one I like because of the ratings and go to the 5-star reviews, 1-star reviews all the stories and then I would just be plugging all of that into here as well. I mean, as far as horror stories go like taking a weight loss pill and then shitting yourself would be one. There's a ton of other ones so I'd probably get them from the forums over here, but as you can see as you go through, you'll find them. I would just be copy-pasting all of these people's stories, lost 6 pounds, blah, blah blah. Perfect. So again, you can just go through all these stories here. That's how you add that to this part here.
This is back on the City-Data forum which are actually great. Basically, her husband said he likes petite women and all that. "Sex life was great in the beginning." She's been putting on weight now; she went from 100 to 150

pounds. He "doesn't want to seem to touch me. He's always said that he doesn't like a woman with a big booty, we're both Black, and most of the Black guys I know love a woman with a big rear end, not my husband.
We've only had sex with maybe twice in the past 3 or 4 months and he refuses to touch me. He's brutally honest. He tells me he's not attracted to bigger woman and that I've gained weight. I wear body shapers and girdles hold everything in but he says that's nice when you're dressed, but when you take that off, that's when the real me comes out. It's not attractive to see and I've put it on about 50% of my initial body weight since we first met."
I mean, this is kind of a fucked up story, but I'm definitely going to copy and paste this into the horror stories. It's not exactly about an existing solution.
I guess, you could put it as a failure but that's a pretty good horror story and then I'm sure most of the replies would be like, "He sucks," but yeah. Let's see what else I got here, I'm going to pause again.
This one's not a punch in the gut story, but it's this woman chronicling her struggles of going anywhere from 200 pounds to above 400 pounds and now she's got medication. She broke her leg and then she couldn't be active and all this kind of stuff so I would still put that here.
As far as the core stories, you can also just Google weight loss horror story or you could do obesity horror story. I just Googled that and there's these horror stories about crash diets, weight loss, horror stories. My Alli Diet Pill Horror Story - When My Bowels Failed Me or Alli, whatever it is. There's just so many things here we can look at and you can also do fat people horror stories. I mean, this is great. You have 30 Horror Stories About Dating While Plus-Size. What It's Really Like to be Fat In a World That Hates Fat People. All of this stuff here, I would totally be taking that and plugging into the horror stories as well.
So basically, if you're thinking about that, but we didn't really go too deep on curiosity or corruption and I think that's okay and we could. I would probably again, like the Ancel Keys stuff, the change of the American diet, a lot of stuff there. The whole idea of how Dr. Atkins almost had it right but didn't. You could look at low fat/non-fat diet, why it didn't work. All that stuff could go on the curiosity section and then from a corruption standpoint, I'd Google probably places where obesity doesn't exist.
Oh yeah, there you go. Here's your corruption, How paradise became the fattest place in the world. "There are remote and beautiful. A place many long to escape to for sun, sea and serenity. But the Pacific islands have another reality for the residents living there - a life based on imported food, little exercise and remote access to healthcare. The result? The most obese nations in the world." Honestly, for now, I would just plug that into corruption. I'm just going to save that link right there. I mean, you just fill that out with that.
You could also do popular diets from the 1900s. Amazing. Okay, look at this. The Most Popular Diets of Every Decade Since 1900 Slideshow. Masticating, which is "chewing your way to weight loss." Amazing. " In the early 1900s, Horace Fletcher, also known as the Great Masticator, advised that food, even liquids, be

chewed 100 times per minute before being swallowed in order to build strength in the jaw, slow down the eating pace, improve digestion and turn the pitiable glutton into an intelligent epicurean. Fletcher's theories were accepted by the elites of the day such as Upton Sinclair, Mark Twain and John Rockefeller."
Then the fact that counting calories started in the 1910s, amazing. So going back to this stuff, I'm just going to put a link here for this for now. This thing right here is literally going to give you everything. Cigarette is not great one. 1930s: Grapefruit, Bananas and Skim Milk. Weight Watchers is from the 1960s. I mean, that's a great question: Weight Watchers started in the 1960s, why are more women overweight today than they've ever been in the past? Diet Pills and the Sleeping Beauty Diet. This is great; this gives you all the answers. You can answer curiosity.
Really, it's as simple as Googling and just find interesting stuff. So that answers stuff like corruption and curiosity. Obviously, you would dive deeper if you're doing this yourself. But going back through here, I guess as far as the prejudices go, it would be that like some people are born with good genetics would be another one. I'm trying to think of what else. I'll come back to that. We didn't go for religious, political, social, economic a whole ton. Honestly, I think that's because weight loss just spans such a huge gamut. Economic would be willing to spend on solutions but tired of being burned. I don't think political you're going to get anything. Religious, you're not going to get anything. Generally, family is important. It's one thing I noticed in a lot of this; family's important. Back in prejudices, I would probably put something about their mothers, their parents are the reason they had problems or why they still do. I think that's important.
We're going to sum up their core beliefs about life, love and family in one to three sentences. I want to lose weight, but it's always a struggle, had success in the past, but it never lasts. Family is incredibly important to me, but sometimes I feel like my own family doesn't support me. I know that it will ultimately that in order to lose weight, it comes down to me and my willpower, but sticking to any diet program is just so hard.
The last thing here actually, the 5-star reviews, I meant to mention this stuff. I don't think I did. Go into the 1-star reviews and then going back to what people hate about stuff, I'd be filling all of that out from here.
So hopefully, this makes sense. I'll give you a copy of this document. It felt honestly a little long while I was doing this, but then I also feel there were times where I didn't want to stop. Really, I don't know what time I started at, but probably around 11:30 maybe. It's probably been like an hour and a half, really that I've been doing this and I mean, it's pretty complete. Realistically, if I was doing this on my own, I spend another hour on it so it's 2 and a half hours of research and I think by the time that 2 and a half hours was up, I would had a lot of really, really, really good stuff.
Hopefully, you can understand why this is such a vital component here and hopefully, going through this changes the way you approach the beginning

of your copy. So this is R for research. I may include a few more additional examples either by me or somebody else in this program as well but again, this should give you a pretty good feel for what is going on with research.